



www.thewgalchannel.com

WGAL
1300 Columbia Avenue
Lancaster, PA 17603
Main: (717)393-5851
Billing: (410)338-6432

INVOICE

DUPLICATE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939459-1	08/19/12	August 2012	07/30/12 - 08/13/12

Station	Account Executive	Sales Office	Sales Region
WGAL	Mary Tricoli	HRP -Washington	National

Billing Address:

Mundy Katowitz Media
Attention: Accounts Payable
1322 G Street SE
Washington, DC 20003

Send Payment To:

WGAL
P.O. Box 26878
Lehigh Valley, PA 18002-6878

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA	1519

Flight Dates	Order #	Alt Order #
08/07/12 - 08/13/12	939459	06262992

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	321	340

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/10/12	08/10/12	Olympics Daytime	10a-5p	----1--	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	----1--	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	F	08/10/12	10:20 AM	Olympics Daytime	10a-5p	:30	PRA-TV12-11H	\$800.00 NM
2	08/10/12	08/10/12	NBC Today Show	7-9A	----1--	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	----1--	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	F	08/10/12	7:59 AM	NBC Today Show	7-9A	:30	PRA-TV12-11H	\$1,200.00 NM
3	08/13/12	08/13/12	NBC Today Show	7-9A	1-----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	1-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	M	08/13/12	7:24 AM	NBC Today Show	7-9A	:30	PRA-TV12-11H	\$1,200.00 NM
4	08/11/12	08/11/12	Sat/Sun News 8 at 6a	6-7a	-----1-	:30	1	\$200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----1-	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Sa	08/11/12	6:15 AM	Sat/Sun News 8 at 6a	6-7a	:30	PRA-TV12-11H	\$200.00 NM
5	08/11/12	08/11/12	Olympic Zone	Olympic Zone	-----1-	:30	1	\$900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----1-	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Sa	08/11/12	7:55 PM	Olympic Zone	Olympic Zone	:30	PRA-TV12-11H	\$900.00 NM
7	08/09/12	08/09/12	Olympics Daytime	10a-5p	---1---	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	---1---	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Th	08/09/12	10:34 AM	Olympics Daytime	10a-5p	:30	PRA-TV12-11H	\$800.00 NM



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Advertiser	Product	Estimate Number	
Priorities USA Action	PRIORITIES USA	1519	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	08/09/12	08/09/12	M-F 5-6p News	5-6p	--- 1---	:30	1	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--- 1---	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Th	08/09/12	5:46 PM	M-F 5-6p News	5-6p	:30	PRA-TV12- 11H	\$1,500.00 NM
9	08/09/12	08/09/12	NBC Today Show	7-9A	--- 1---	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--- 1---	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Th	08/09/12	8:59 AM	NBC Today Show	7-9A	:30	PRA-TV12- 11H	\$1,200.00 NM
10	08/07/12	08/07/12	Olympics Daytime	10a-5p	- 1-----	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	- 1-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Tu	08/07/12	1:59 PM	Olympics Daytime	10a-5p	:30	PRA-TV12- 11H	\$800.00 NM
11	08/07/12	08/07/12	M-F News 8 at 6p	6-630p	- 1-----	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	- 1-----	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Tu	08/07/12	6:13 PM	M-F News 8 at 6p	6-630p	:30	PRA-TV12- 11H	\$2,000.00 NM
12	08/07/12	08/07/12	NBC Today Show	7-9A	- 1-----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	- 1-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Tu	08/07/12	7:22 AM	NBC Today Show	7-9A	:30	PRA-TV12- 11H	\$1,200.00 NM
13	08/08/12	08/08/12	Olympics Daytime	10a-5p	-- 1----	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-- 1----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	W	08/08/12	11:34 AM	Olympics Daytime	10a-5p	:30	PRA-TV12- 11H	\$800.00 NM
14	08/08/12	08/08/12	M-F News 8 at 6p	6-630p	-- 1----	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-- 1----	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	W	08/08/12	6:29 PM	M-F News 8 at 6p	6-630p	:30	PRA-TV12- 11H	\$2,000.00 NM
15	08/08/12	08/08/12	NBC Today Show	7-9A	-- 1----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-- 1----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	W	08/08/12	8:37 AM	NBC Today Show	7-9A	:30	PRA-TV12- 11H	\$1,200.00 NM
16	08/07/12	08/13/12	Olympics Late Night	1230a-135a	MTWTF--	:30	5	\$150.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/07/12	08/13/12	MTWTF--	5	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WGAL	Tu	08/07/12	1:29 AM	Olympics Late Night	1230a-135a	:30	PRA-TV12- 11H	\$150.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers



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Priorities USA Action	PRIORITIES USA	1519	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	08/07/12	08/13/12	Olympics Late Night	1230a-135a	MTWTF--	:30	5	\$150.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WGAL W	08/08/12	12:59 AM		Olympics Late Night	1230a-135a	:30	PRA-TV12-11H	\$150.00 NM
5	WGAL Th	08/09/12	1:32 AM		Olympics Late Night	1230a-135a	:30	PRA-TV12-11H	\$150.00 NM
4	WGAL F	08/10/12	12:59 AM		Olympics Late Night	1230a-135a	:30	PRA-TV12-11H	\$150.00 NM
1	WGAL M	08/13/12			Olympics Late Night	1230a-135a	:00		\$150.00 NM
See MG 16.6									
6	WGAL M	08/13/12	1:29 AM		Late Nite w/ Jimmy Fallon	1237-136a	:30	PRA-TV12-11H	\$150.00 NM
MG for 16.1 08/13									
<u>Total Spots</u>							19		

Payment Terms 30 Days

<u>Gross Total</u>	\$16,550.00
<u>Agency Commission</u>	\$2,482.50
<u>Net Amount Due</u>	\$14,067.50